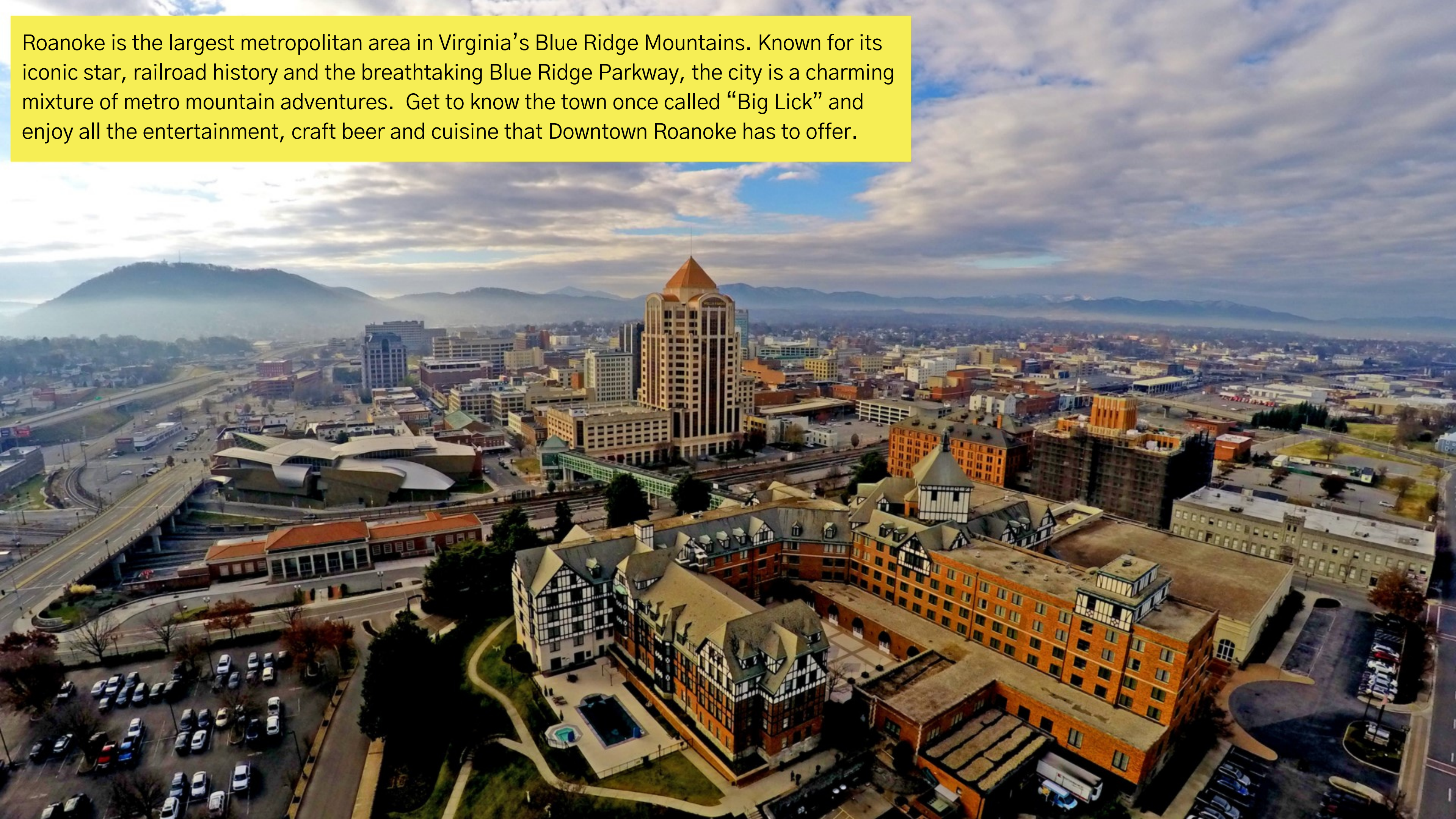




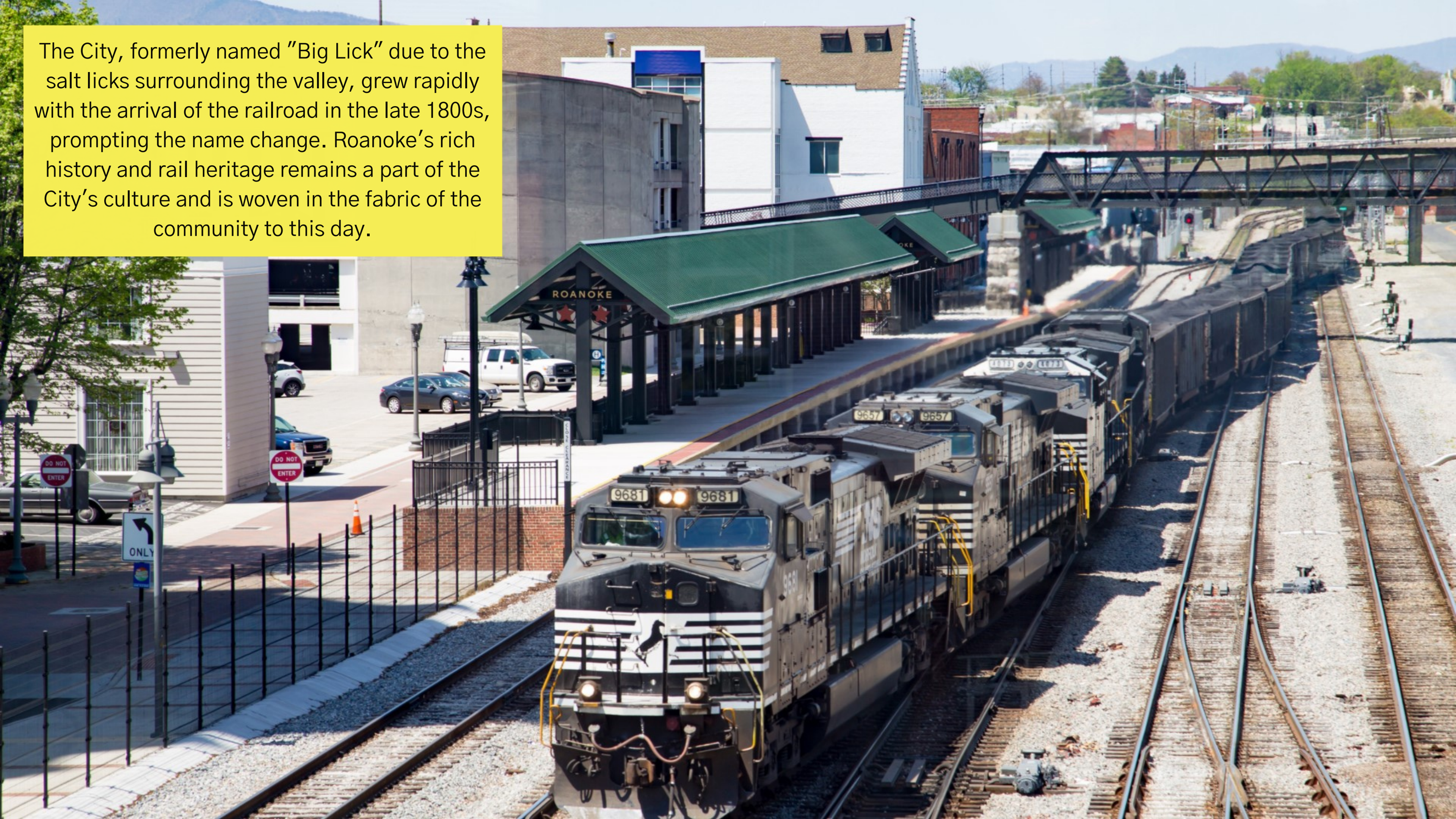
# DOWNTOWN ROANOKE

STAR CITY

Roanoke is the largest metropolitan area in Virginia's Blue Ridge Mountains. Known for its iconic star, railroad history and the breathtaking Blue Ridge Parkway, the city is a charming mixture of metro mountain adventures. Get to know the town once called "Big Lick" and enjoy all the entertainment, craft beer and cuisine that Downtown Roanoke has to offer.



The City, formerly named "Big Lick" due to the salt licks surrounding the valley, grew rapidly with the arrival of the railroad in the late 1800s, prompting the name change. Roanoke's rich history and rail heritage remains a part of the City's culture and is woven in the fabric of the community to this day.



# THE HOTEL ROANOKE & CONFERENCE CENTER



**One of the region's most iconic landmarks is the historic Hotel Roanoke. Built by the N&W railroad in 1882, this AAA Four-Diamond property is the perfect blend of history and luxury.**

A large, white, five-pointed star structure, the Roanoke Star, stands prominently on a hillside covered in trees with vibrant autumn foliage. The star is constructed from a complex metal framework. In the background, rolling mountains are visible under a soft, orange-hued sky, suggesting a sunset or sunrise. The overall scene is serene and scenic.

# ROANOKE STAR & MILL MOUNTAIN

**The iconic Roanoke Star is 100 ft. tall with 2,000 ft. of neon tubing that lights up every night. Built in 1949, it's the largest free-standing manmade star in the world and can be seen atop Mill Mountain for miles.**



Drive, bike, or hike up Mill Mountain for stunning views of the region. Explore the Mill Mountain Zoo, Discovery Center and miles of hiking and mountain biking trails just minutes from downtown.

**MILL MOUNTAIN OVERLOOK**



# CITY MARKET BUILDING

The City Market Building is the heart of downtown Roanoke. Formerly the region's primary market, it now offers a diverse mix of local restaurants with indoor and outdoor seating, plus a beautiful unique venue space.

# HISTORIC ROANOKE CITY FARMERS MARKET

40 vendor stalls line the sidewalks opposite the City Market Building to make up the Historic Roanoke City Market. Find everything from local meats, cheeses, and produce to artisan craftworks and jewelry.





**Roanoke's Historic City Market is the oldest continuously operating open-air market in the Commonwealth, operating 363 days of the year.**

A photograph of the exterior of the Mast General Store. On the left is a dark wood double door with a sign that reads "MAST STORE ENTRANCE" with an arrow pointing right. To the right is a large glass window display. The display is filled with various items including clothing (a floral shirt, a white shirt, a pink jacket), hats, shoes, and outdoor gear. A sign in the window says "MOBIL REGULAR 99". The store is located on a street corner, and the sidewalk is visible in the foreground.

**She's International Boutique**  
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**OPEN**

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 Mon - Sat 10am - 6pm  
 Sun 12pm - 5pm

351

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 Authentic Italian Food and More

**SHE'S INTERNATIONAL BOUTIQUE**



**SHE'S INTERNATIONAL BOUTIQUE**

# TAUBMAN MUSEUM OF ART





**MILL MOUNTAIN THEATRE**



**HARRISON MUSEUM OF  
AFRICAN AMERICAN CULTURE**



**ROANOKE PINBALL MUSEUM**

Discover history, games and live entertainment at Center in the Square, home to 4 unique museums, an arcade, and more!



Spoil your furry companion with  
treats and adventure gear at  
**Unleashed Dog Bakery & Boutique.**



**UNLEASHED DOG BAKERY & BOUTIQUE**



Find a beautiful variety of public art throughout Downtown.



NORFOLK AV SE

LOVEWORKS



# ELMWOOD PARK



ELMWOOD PARK  
ART WALK



H&C  
COFFEE





**DESCHUTES TASTING ROOM**



**BIG LICK BREWING CO.**



## **CRAFT FLAVORS**

**From local brews and libations to authentic international cuisine...exceptional craft flavors and unexpected culinary delights abound in the Star City.**

Experience nearly 10 local craft breweries around downtown Roanoke, all part of the VBR Cheers Trail.



GOLDEN CACTUS BREWING



## LUCKY RESTAURANT & BAR

Recognized by *Garden & Gun*, *The Local Palate*, and *Southern Lady*, Lucky has been raising the culinary bar in Roanoke since 2010. Find an exciting blend of Southern and French-influenced flavors and exceptional libations on the menu.



## **INTERNATIONAL CUISINE**

**Enjoy flavors from around the world at local restaurants in Virginia's Blue Ridge.**

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**International flavors from India, Lebanon, Honduras, Palestine, and beyond spice up the region's menu.**

## THE RIVER AND RAIL

The Southern, bistro-style menu here changes daily but their use of locally-sourced ingredients remains a constant. From house-cured meats and pickled vegetables to house-made condiments, everything is made in house, from scratch.





## THE REGENCY ROOM AT THE HOTEL ROANOKE

Peanut soup at the historic, AAA Four Diamond-ranked restaurant is not to be missed. The recipe has been untouched since 1940 and pairs perfectly with the Hotel's spoonbread.



**1882 LOBBY BAR**



**New!**

**Hotel Roanoke's expanded  
Pine Room Restaurant and  
brand new 1882 Lobby Bar**





## TEXAS TAVERN

"Roanoke's Millionaires Club" is open 24 hours a day, 364 days a year and seats 1,000 people ...10 at a time. The menu features world-famous "chile," hot dogs, hamburgers and cheesy westerns. Family-owned since 1930.

**"Home of the Virginia Slice," pizzas at Benny Marconi's are larger than life. A whole pie is over 2 feet wide, measuring 28 inches across!**



**BENNY MARCONI'S**

The Roanoker Restaurant has been serving home-cooked meals for breakfast, lunch and dinner for over 65 years. They're best known for their fresh, buttery biscuits and Southern hospitality.

## THE ROANOKER RESTAURANT



Downtown Roanoke is conveniently accessible to much of the U.S. and Canada through a variety of transportation modes. Drive, fly, or ride to Roanoke in Virginia's Blue Ridge!



**AMTRAK NORTHEAST REGIONAL**

**THANKS FOR VISITING DOWNTOWN ROANOKE IN  
VIRGINIA'S BLUE RIDGE!**



## MUST SEE MAIN STREET: ROANOKE

We only scratched the surface of outstanding cultural and cuisine experiences in Downtown Roanoke but [this blog delves deeper](#).

## INTERNATIONAL FLAVOR

[Plan a culinary trip around the world](#) without ever leaving Roanoke.

## ROANOKE CITY'S HISTORY

[These Downtown Roanoke museums and attractions](#) specialize in local history, each providing a unique perspective.

## MORE ABOUT ROANOKE

[Get the full scoop](#) on where to eat, stay, and play in the heart of Virginia's Blue Ridge.

# VIRGINIA'S BLUE RIDGE

We hope this virtual series inspires you! If you'd like any of these images for your editorial use, or if you're interested in experiencing our small towns in person, please contact Visit VBR directly.

